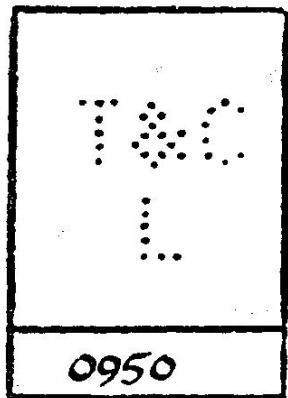


HISTORY OF FIRMS USING PERFINS

THORNELOE & CLARKSON, LTD

by Rosemary Smith



It was by chance that I found out we had a 'genuine card-carrying' user of a perfin as a member of the Society. Not one like myself - just a poser with a private perfin - but one whose family used a perfin whilst in business: alas no longer used. The perfin was T&C/L (T0950.01) for Thorneloe & Clarkson, Ltd, Leicester and the fairly new member is Peter Thorneloe. He has provided me with various cuttings about the Company from which I have taken the following.

In 1897, Mr T J Thorneloe, who as a presser with the Wholesale Clothing firm of Hart, Levy, Ltd, of Leicester, (who had their own perfin) decided to set up a Mens Bespoke Tailoring business with his friend Mr Clarkson.

By the outbreak of the 1st W.W., after Thorneloe had cycled round the country looking for and advertising their business; starting with two sewing machines in a backroom; the two men had a well established business of Mens Bespoke Tailoring.

In 1920, Mr Thorneloe's sons joined the firm and it was soon after this that the trade mark name of "*Beau Brummel*" was introduced. Between the wars there was great growth in the firm - mainly the Childrenswear Trade. Their "*Beau Brummel*" line of Childrenswear was synonymous with quality and sold in the best Childrenswear shops and Department Stores in France, Belgium, Holland, Canada and the U.S.A. as well as here at home.



After the 2nd W.W., special school clothing was one of their main lines, particularly Boys & Girls Blazers and Navy Nap School Coats.

During the 1950's Peter and Christopher Thorneloe, grandsons of the founder, joined the firm; Peter being responsible for the export trade and Christopher the home trade. In 1959 Thorneloe & Clarkson merged with Hart & Levy - so after 62 years the name Thorneloe became once again associated with Hart & Levy.

In 1961, the firm acquired the Ordinary Share Capital of John Barran & Sons, Ltd, of Leeds (another perfin user) - a company who shared similar successful lines of business - again particularly in Boys and Youths fashions. In 1963 the firm of Hart, Levy and John Barran Ltd started to use the name of Beau Brummel as a Trade name. In 1964 the Ordinary Share Capital of Hart, Levy & John Barran was acquired by Beekman Investments Ltd and in September 1965 the Company name changed to John Barran Ltd. In 1972, after the departure of John Barran from the Menswear field, the Company became known as Beau Brummel Ltd.

I believe that although Peter Thorneloe is technically retired, he is still used by the Company as a 'roving ambassador and salesman' in the Far East and other foreign parts.

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